



Germany



Walt Disney World®
EPCOT
CENTER

WALT DISNEY WORLD EXPERIMENTAL PROTOTYPE COMMUNITY OF TOMORROW

For millions of years, people have searched for ways to improve their life. Through creativity and hard work, innovations have emerged that helped provide more effective ways of dealing with the challenges of life.

These innovations were the creations of dreamers and doers; of people who think in terms of the "possible" rather than "impossible."

Walt Disney was a dreamer and doer, a man who cared about the world and its problems. He believed that people could develop solutions to problems if equipped with information, technology, and opportunity.

The dream of Epcot Center originated with Walt Disney nearly 20 years ago. Yet the "Spirit of Epcot" played a major role in the development of all of Walt Disney World. We have leading edge transportation, communications and safety systems; solar and biomass energy experiments; and innovative master-planning and agricultural developments. In 1981, Walt Disney World was selected from among 200 projects nationwide to receive the Urban Land Institute "Award for Excellence"... the top national award for all projects in America.

With this foundation, Epcot Center has been created as a demonstration and proving ground for prototype concepts and technologies. It showcases new ideas and systems that may someday serve people everywhere.



And it provides an ongoing forum where the creative thoughts of many disciplines, including industries, governments and universities, are exchanged to help provide practical solutions to the needs of people.

Epcot Center communicates this knowledge to the world. By showcasing innovations—yesterday, today and tomorrow—Epcot Center encourages the development of even better systems for the future.

The richness and diversity of the human family is highlighted in World Showcase. This unprecedented people-to-people exchange brings people from nations throughout the world together to share their cultural

heritage, arts and entertainment. It offers a new look at what our world can be through understanding, cooperation and better knowledge of each other.

It has required the efforts of thousands of people to bring this dream called Epcot to reality. Years of research, testing, development, patience and determination are at its foundation. And yet, its real value lies in its human spirit: the people who inspired it; the people who have created it; the people who experience it; and, the people who play its host.

This is the essence of Epcot Center: a collective endeavor by people... for people, in the hope for a better world.

THE FOLKLORE OF GERMANY

A land of fantasy, folklore and festivity, Germany entices visitors with its splendid scenery, enchants them with its story-book-like cities, and excites them with its spirited celebrations. Ask travelers what comes to mind when they think of Germany, and they are likely to mention picturesque Medieval villages, romantic castles, and lively beer gardens. Undoubtedly, they will think of the exquisite Black Forest, named for the majestic evergreens covering that region. They will probably think, as well, of the "Romantic Road," meandering through the walled towns and magnificent palaces which harken back to the Middle Ages, and make up the Germany of legend and lore.

ARCHITECTURE

Architecture is a key to Germany's history. Differences in styles correspond to changes in government, trade routes, economic fortunes, and religious principles; each chapter in Germany's 2,000-year history is recorded in the shape and style of buildings from that time.

The Baroque ("gingerbread") style that we most commonly recognize as "German," developed largely from disputes between Catholics and Protestants during the 17th century. To complement the plainer form of worship they conducted, the Protestants built simple churches. Meanwhile, in defiance of the Protestant movement, the Catholics embellished their

cathedrals to exuberant excess. Baroque buildings are known for infinite variety and detail. The wild ornamentation of the Baroque period remained popular for several centuries.

CULTURE

The homeland of celebrated composers, painters, and scholars, Germany has contributed many riches to the world's cultural wealth. Bach, Beethoven, Schumann, Brahms, and Mahler give Germany a musical legacy unmatched by any other nation. Durer, Cranach, and Holbein are recognized among the most accomplished artists of the Middle Ages, while Ernst Nolde and George Grosz, members of the Germany Expressionist school, had profound effects on art and social thought in this century.

One of the most significant

contributions to worldwide scholarship was made by a German, Johannes Gensfleisch zum Gutenberg when, in 1450, he became the first to print with moveable type, an innovation which facilitated book publishing. About 70 years later, Martin Luther translated the Bible from Latin into a popular language, German, making the scriptures accessible to the common man.

So many of the fairy tales we cherish most come from Germany, it's no wonder we think of that country as a storybook land. Snow White and the Seven Dwarfs, Little Red Riding Hood, the Pied Piper of Hamelin, and Hansel and Gretel are among the tales which have come to us from Bavaria. Many profound novels and plays have been written by Germans as well, for example, works by Goethe, Mann, Kafka, and Brecht.



CRAFTSMANSHIP

Going back several centuries, the harsh Bavarian winters kept many Germans from earning their living outdoors, forcing them to cultivate profitable skills which they could practice inside. Consequently, they became superb craftsmen, turning out woodwork and glassware to peddle in neighboring countries during the warmer seasons. Today, German artisans are still admired for their outstanding craftsmanship.

FESTIVALS

Tourists are often lured to Germany by the gaiety and frivolity of its public celebrations, where food and drink, gusto and glee abound. Usually held to commemorate an historic event, public festivals, steeped in tradition and toasted with beer, are occasions for unbridled revelry.

But there is no celebration anywhere as lively and exhilarating as Oktoberfest. Throughout 16 consecutive days each autumn,

Bavarians eat, drink, and make merry on the Theresienwiese (Theresa's Meadow) in Munich. Germans like to think of Oktoberfest as a continuation, rather than a commemoration, of the party which celebrated the engagement of Crown Prince Ludwig and Princess Theresa in 1810. Local breweries produce about 4 million litres of beer just for the festival, and each day two oxen are roasted on an open fire. Carnival rides, brass bands, and folk dancers further enliven this jubilant, exuberant holiday.

THE GERMANY EXPERIENCE

The moment we enter Germany, the majestic castle in the distance, rustic store fronts, and the melodic carillon ring out a lilting tune, transporting us to the very heart of Bavaria.

THE PLATZ

On the cobblestone platz, enclosed by towered walls, our Germany experience begins.

The "gingerbread" style shops, the statue, the clock tower, and the castle in the distance, present an idealized village. Borrowing architectural ideas from 15th, 16th, and 17th century buildings in a number of Bavarian towns, our designers have created a place with even more old world charm than the ones which inspired it. This is possible because here at World Showcase there are no modern buildings and no signs of decay to detract from the authentic period architecture.

In the center of the square is a statue of St. George and the dragon which according to legend, he slayed while on a pilgrimage to the Middle East. Monuments to St. George, the patron saint of soldiers, are common throughout Bavaria.

Behind St. George is a clock tower, boasting a beautiful glockenspiel which, on the hour, plays a melody as a mechanical boy and girl in traditional Black Forest dress hammer out the hour. A mechanical rooster emerges from the tower and flutters its wings to herald the hourly show.

PORZELLANHAUS

Deep pile carpets, domed ceilings, and glittering chandeliers provide an appropriate plush setting for the fine porcelain figurines and dinnerware available at Porzellanhaus. The gracious interior is just what's

needed to show off the exquisite china of Hutschenreuther to its best advantage.

GLAS UND PORZELLAN

Hummel figurines, those whimsical statuettes of plump-cheeked, cherubic children, are the main attraction here. Modeled after drawings made by a young German nun, Berta Hummel, the figurines have universal appeal and worldwide popularity.

Five or six times each year, an artisan from Goebel spends two weeks in the shop, molding and painting Hummels. When an artisan isn't here, visitors can learn how Hummels are made from a photographic display illustrating the process.

Besides Hummel figurines, Glas und Porzellan carries a complete line of glassware,

dinnerware, and cookware manufactured by Goebel.

DER TEDDYBÄR

Der Teddybär is one toystore which captivates even the most sophisticated visitor. Known for their durability and mechanical complexity, German toys are not just playthings, but samples of splendid craftsmanship. Sturdy stuffed animals, delicate carved wood miniatures, intricate models, and challenging games are among the items which make this shop so irresistible.

SUSSIGKEITEN

Full of sweet surprises, Sussigkeiten carries a complete complement of cookies, crackers, and confections by Bahlsen. Decorative antique tins used over a century ago to keep cookies fresh are on display, while an ongoing slide show presents the history of the Bahlsen bakery.

VOLKSKUNST

An alluring array of clocks awaits us at Volkskunst. Renowned for their precision and charm, German clocks have always been a popular export. Other indigenous craft items, including music boxes, hand-dipped candles, carved wooden objects, and pewterware, are also sold here.

WEINKELLER

We often associate Germany with its robust beers, but Germany also produces a fine white wine. Here at the Weinkeller, you are able to choose among 250 varieties of white wine, all of them produced and bottled by H. Schmitt Söhne, one of Germany's oldest and largest vintners. Occasionally, wine tastings are also held in the shop.



Why only white wines? German soil is best suited for white grapes. In fact, 80 percent of the wine produced in Germany is white.

Among the wines available here are "Estate" or rare vintage wines, retailing for hundreds of dollars. Until they are sold, these bottles will be on display as examples of some of the world's most exclusive wines.

Also, at Weinkeller, accessories are available to equip your wine bars at home.

DER BÜCHERWURM

True to its name, Der Bücherwurm sells books, classic and contemporary. Here we also find sheet music by the great German composers and are able to buy reproductions of works by noted German painters, as well as originals by contemporary artists.

BIERGARTEN

The Biergarten is the main attraction in the Germany pavilion. Here we find ourselves in a village within the village, where, no matter what time we arrive, it is an autumn night in Bavaria. A working waterwheel and trees in fall colors lend outdoor atmosphere to this magnificent hall. Beer is served in full-litre steins along with traditional Bavarian entrees — sauerbraten, roast pork, and sausages. Waitresses and Waiters are costumed in Black Forest dress. From tables at three levels, we can watch performances of traditional dance and song. And, no matter how weary we may be, a seven-piece brass band rouses us to our feet for waltzes, polkas, and circle dances. The Biergarten, like the Oktoberfest which inspired it, unites all comers in celebration.

THE GERMANY STORY

Although it was always certain that it would be included in World Showcase, Germany was chosen for Phase One for two important reasons. First, the Oktoberfest theme provided the perfect context for a large food facility, something vital to World Showcase. Second, Epcot Center planners knew they could count on enthusiastic German manufacturers and exporters to help get it off the ground.

The authentic look and feel in the platz and biergarten is a tribute to the ingenuity and skill of Disney Imagineers who went to Bavaria in search of just the right architectural features to use in order to convey that Old World ambiance. Rather than construct precise replicas of anything they saw over there, Epcot Center designers adapted German structures to fit the scale and serve the needs of World Showcase.

Der Bücherwurm is a perfect example of adaptation. The facade, with its statues of three Hapsburg emperors, is modeled after the Kaufhaus, a medieval merchant's hall in Freiburg. The difference? There are four Hapsburg emperors represented in Freiburg. Der Bücherwurm is not large enough to support them all.

What's more, the features of a single building here may have been inspired by different structures in various parts of Germany. The castle fortress on the high walls, for example, is a composite of parts of the Eltz Castle on the Mosel River and of the Stahleck Castle on the Rhine.

Yet, they blend beautifully here at World Showcase.

In German villages, it's not unusual to find buildings constructed centuries apart which, despite the difference in age, appear very similar.

At World Showcase, Der Bücherwurm is modeled after a 16th century building, while the walls of the biergarten were inspired by the walls of Rothenburg, which were built during the 14th and 15th centuries. Yet, those structures harmonize beautifully, rather than contrast as we might expect.

The statue of St. George resembles the one atop a fountain in Rothenburg. Although it seems like stone, the statue here is made of fiberglass, treated to look like the real thing. Glockenspiels, with their mechanical figures, are a familiar sight to the traveler in Germany, and ours was designed specifically for World Showcase. The melody it plays was also composed just for us.

The interiors of the shops are original designs based on German styles, and each is intended to complement the type of merchandise in the store. For example, opulent decor of the Porzellanhaus matches the elegance of the Hutschenreuther china, while the unassuming atmosphere at Glas und Porzellan is just right for an artisan's workshop.

THE BIERGARTEN

The village design which gives

the interior of the Biergarten the look and feel of an exterior, was inspired by the town of Rothenburg. But, as Epcot Center architects say with justifiable pride, nowhere is there a beer garden like this one.

As elsewhere in World Showcase, the designers have rearranged elements of architecture from various places in order to serve their needs, in this case, for a spacious facility where hundreds of visitors can eat, drink, and watch performances, all the while feeling they are in another country at another time. A precise replica of an authentic German beer hall would have been inadequate. Because few are designed to accommodate as many people or as much activity as the one at World Showcase, three stories of tables and chairs ensure that visitors will have ample room to enjoy their meals and the show.

To help celebrate "Oktoberfest year 'round," an authentic seven-piece band and a corps of fest hall dancers perform a 30- to 40-minute show five times each night. In addition to traditional folk music, the show features performances on specialty instruments, including an Alpine Horn (a 15-foot wooden horn originally used for communication in the mountains, but adapted for musical purposes) and melodic cowbells. In the spirit of "Gemütlichkeit," which, roughly, means "Good food and drink, good friends, and good times," our guests are encouraged to dance as the band strikes up waltzes

and polkas. Likewise, a chorus of yodelers and folksingers invite our guests to follow the words on projected animation and join them in song.

MERCHANDISE

To decide what would be sold in the shops at the Germany pavilion, Epcot Center planners followed these guidelines: First, the goods must be authentic, they must be made in Germany. Second, the items offered for sale should be things which Americans or international travelers identify with Germany. For example, many Americans would expect to find Steiff stuffed animals, cuckoo clocks, and Hummel figurines if they went shopping in Germany. Meanwhile, because many travelers from other countries associate Germany with porcelain dinnerware, wooden crafts, and white wine, they wouldn't recognize the shops here as German without those things.

Once Epcot Center planners had decided what types of merchandise to include, they went to Germany to search through art shows, craft fairs, and factories for specific items for our shops.

When it came to choosing the wine for Weinkeller, the buyers took special care. Since many World Showcase visitors will be trying German wine for the first time, it was essential to find those of the highest quality in order to ensure our guest's first experience with German wine is a good one. A wine was chosen, but not satisfied that it was the best, Epcot Center planners visited vineyards and vintners in Germany until they found a superior wine, that of H. Schmitt Söhne.

Weinkeller sells Schmitt Söhne wines exclusively, and a good

selection of wines is offered on the menu at the Biergarten.

COSTUMES

Ever striving for authenticity, our costumers faced a challenge when they set out to make the outfits for Hosts and Hostesses at the German pavilion. Genuine traditional Bavarian clothes are made out of fabrics which wouldn't survive the institutional laundering these costumes will require. The dirndl skirts, characteristic of German women, are made from fine cottons and wools, while the knee pants worn by the men of the country are cut from soft leather. Neither of those materials would stand up to regular laundering.

Using synthetic blends, the Epcot Center designers adapted traditional styles and came up with washable costumes which appear so authentic that only a trained eye will spot the difference.

Originally, the Hosts were to wear lederhosen, or short pants.

But a German young man who came to model the lederhosen outfit informed the costume designers that the short pants were characteristic of Austria, not his country. To attain authenticity, trousers were lengthened to the knee.

LOOKING AHEAD

When Phase Two of World Showcase is complete, visitors will enjoy two additional features: a German Rivers attraction and a Tourism Center.

On the German Rivers ride-through, guests will learn about German history and culture as they cruise down a course which simulates Germany's most picturesque rivers, and takes them past castles, industrial centers, and recreational sites.

With Medieval relics, an impressive show, and travel agents ready to make all the arrangements, the Tourism Center will entice our guests to visit the real Germany.



PRESENTED BY...

**GOEBEL,
H. SCHMITT SÖHNE
HUTSCHENREUTHER,
BECK AND COMPANY,
AND H. BAHLSENS**

Our Germany sponsors are vital contributors to this authentic atmosphere, presenting the best of German products to our guests. Their products were chosen because of their history of fine quality and excellent service.

By sponsoring Germany, these companies have the opportunity to expand their horizons by reaching millions of World Showcase guests.

GOEBEL

Founded in 1871 as a father-son operation which made blackboards, pencils and toy marbles, Goebel today is a company of 1500 employees, manufacturing 7,000 items, notably china and cookware.

Goebel is perhaps best known in America for Hummels, porcelain figurines of plump-cheeked, tow-headed children, which it has been making for three decades. Goebel goods are sold exclusively in Glaz and Porzellan.

H. SCHMITT SÖHNE

One of the largest and oldest wine producers in West Germany,

H. Schmitt Söhne is run by the Schmitt family, which has owned vineyards in that country for over 200 years. The Schmitt Söhne winery is located on Longuich on the Mosel River, and produces over 900 different white wines from grapes grown along the Mosel and Rhine. The Weinkeller offers over 200 varieties of H. Schmitt Söhne white wines.

HUTSCHENREUTHER

Founded in 1814 by a traveling porcelain painter, Hutschenreuther Corporation has become the largest porcelain manufacturer in Europe. Hutschenreuther's tasteful, decorative china can be found in households around the world, and its elegant china and crystal have been chosen to grace the tables of royalty and heads of state in many nations. Porzellanhaus sells merchandise by Hutschenreuther exclusively.

BECK AND COMPANY

The top-selling German imported beer in America, Becks,

is brewed and bottled in Bremen, a city in Northern Germany which has been exporting beer since the 13th century. Dating back to 1553, Becks has become the largest privately owned brewery in Germany. Its beers can be found on all five continents.

H. BAHLSENS

Founded in 1889, Hermann Bahlsen quickly gained a reputation for producing the finest in biscuits and confectioneries. Originating in Hannover, Germany, the word about Bahlsen's products quickly spread to neighboring communities.

Today, the Bahlsen organization is staffed by 10,000 employees in 20 factories. This company is renown for creating sweet and savory biscuits, snacks, nuts, chocolate and confectioneries and distributing them to over 50 countries.

We are fortunate to have such reputable companies as sponsors of Germany and World Showcase. Combined with the talented Disney staff, these companies are helping to make a trip to Germany a reality.

THE EPCOT CENTER ADVENTURE

As a Host or Hostess at the Germany pavilion, you represent the spirit of "willkommen" (welcome). Whether you work in one of the fine shops or in the festive Biergarten, you help to create an atmosphere of warmth, gaiety and good cheer.

As an idealized Bavarian village, World Showcase Germany was created to offer our guests a chance to visit Germany

the way they would hope to find it. Undoubtedly, they would find not only quaint shops and bustling beer gardens, but outgoing, friendly, helpful people, like you.

Our visitors will have lots of questions about Germany, and our pavilion. They're likely to ask anything, from the difference between light and dark beer to where they can find the rest-

rooms. Our roles require that we be as prepared as possible to answer these questions, familiarizing ourselves not only with our World Showcase facility, but with German culture as well.

As an ambassador of Epcot Center, you will make our visitors feel at home, and you'll make sure their time here is worthwhile, stimulating, and, of course, fun.

APPENDIX

Bavaria — Another name for Southeastern Germany.

Beer — Germany national drink, made from barley which is soaked, allowed to germinate, then baked to form brewer's malt. Once added to hops, it is fermented. Light beers are brewed from malt which has simply been dried and baked, while dark beers are made from darkly roasted malt which is fermented over a longer period. Dark beers, containing more malt, are sweeter than light beers. Germans consume approximately 46½ gallons of beer per person each year.

Black Forest — 106 miles of spruce-covered land in southeastern Germany, known for its quaint thatch-roofed farmhouses, its curative spring water, and its majestic trees.

Charlemagne — Crowned emperor in 800, he conquered and ruled an extensive empire which included what is now Germany.

Counter Reformation — (1545) The reaction of the Catholic Church to the Protestant Reformation; an effort to restore the power of the Catholic Church

which the Protestants had usurped.

Cranach, Lucas (The Elder) — German painter (1472-1553) renowned for his realistic portraits of Reformation leaders.

Durer, Albrecht — (1417-1528) German painter recognized for his works on religious themes.

Expressionism — Used here to describe a movement in painting characterized by violent, distorted images, which flourished around the time of the first World War.

Freiburg Im Breisgau — One of the most attractive cities in Southern Germany, founded in the 12th Century.

Glockenspiel — Chimes. Also, clocks which play chimes to mark the hour.

Hapsburg — The Austrian family which ruled Bavaria from 1493-1806.

Holbein, Hans — (1497-1543) Portrait painter known for his realistic renderings of religious themes.

Luther, Martin — A German monk who, in 1517, openly criticized the teachings and practices of the

Catholic Church, and founded the Protestant faith. Also translated the Bible into German, producing the first version of the Bible in a popular language to appear in the western world.

Mosel — A river in Western Germany, known for its fertile vineyards. Also used to describe wines which are grown alongside it.

Reformation — The movement started by Luther in 1517 which criticized the teachings and practices of the Catholic Church and founded the Protestant faith.

Rhine — A river 850 miles long, flowing through four countries: Holland, Switzerland, Germany, and Austria. Lined with castles and studded with islands, it is an endless source of legends.

Romantic Road — A route which starts on the Austrian border and winds northward through some of the oldest and most scenic Bavarian towns.

Rothenburg ob der Tauber — The oldest town on the Romantic Road, and one the best preserved Medieval villages in Europe.